Spring 4-1-2010

Analysis of a Dealership Website: Is it Effective?

Lee K. Threadgold
Dakota State University

ANALYSIS OF A DEALERSHIP WEBSITE: IS IT EFFECTIVE?

A graduate project submitted to Dakota State University in partial fulfillment of the requirements for the degree of Master of Science in Information Systems.

April 2010

By

Lee K. Threadgold

Project Committee:

Wayne Palli

Richard Christoph

Nick Prostrollo

May 2010

PROJECT APPROVAL FORM

We certify that we have read this project and that, in our opinion, it is satisfactory in scope and quality as a project for the degree of Master of Science in Information Systems.

Student Name: **Lee Threadgold**

Master's Project Title: **ANALYSIS OF A DEALERSHIP WEBSITE: IS IT EFFECTIVE?**

Faculty supervisor: Wayne E Pauli Date: April 7, 2010

Committee member: Rick Christoph Date: April 7, 2010

Committee member: Rick Pruett Date: April 7, 2010

ABSTRACT

This project is based on research done on the effectiveness of Prostrollo Motor Co. website where I am currently employed. The focus of this project is to collect and evaluate the effectiveness of the company website. The data will also be compared and contrasted with national and corporate standards in the automotive industry. Data assimilated from the results of this research could affect where the advertising dollars are dispersed, along with the amount of money used for each medium. The proper use of the company website could save money on advertising or it may need to be allocated in a more productive manner. Creating websites that enhances the brick and mortar business will attract shoppers to the company site. A positive experience and easy access to the dealership website will increase sales opportunities. The ultimate goal of a dealership website is to turn the internet browser into a shopper and ultimately a purchasing customer.

DECLARATION

I hereby certify that this project constitutes my own product, that where the language of others is set forth, quotation marks so indicate, and that appropriate credit is given where I have used the language, ideas, expressions or writings of another.

I declare that the project describes original work that has not previously been presented for the award of any other degree of any institution.

Signed,

_____

<Student name>

Table of Contents

LIST OF TABLES

CHAPTER 1

INTRODUCTION

It is estimated every 7.5 seconds an American car shopper requests a vehicle through Autobytel Inc. a leading automotive Internet marketing service, which owns and operates automotive websites such as, Autobytel.com, Autoweb.com, Carsmart.com, Car.com, Autosite.com, Autoahorros.com and CarTV.com (Germperle, 2007). According the National Automotive Dealer Association (NADA's) Industry Analysis Division latest statistics concludes 92 percent of new car and truck dealers have a website, up from 91 percent last year and 74 percent from 1999. With 89 percent of consumers searching the internet before buying a vehicle, it's essential that dealers provide information they need (Kisiel, 2009).

This research project is a study of the statistical data collected from the Prostrollo Motor website where it was compared and contrasted with corporate baseline data as it relates to the percentage of online contacts that ultimately become a buyer at the physical storefront. In addition issues such as response time and quality of response to the online customer will be evaluated and compared with corporate goals and customer expectations.

History

Jerry Prostrollo purchased the Chevrolet and Oldsmobile dealership franchise in Madison, South Dakota in 1957. This family owned automotive dealership grew from a two car franchise small town store into a third generation family owned All American Auto Mall of fourteen American made franchises. The inventory of new and used cars and trucks has reached 500 units all on one lot. The Prostrollo staff has increased to 60

full time and part time employees. The additional franchises began with the purchase of the GMC, Pontiac, and Cadillac dealership in 1980 from Dick Daniels of which the new divisions were combined with Chevrolet and Oldsmobile at the South Egan Ave location. With the recession and high interest rates of the 1980's Kostboth Motors the Chrysler, Plymouth, Dodge and Eagle dealership in Madison closed its doors. Chrysler Corporation representatives contacted Jerry Prostrollo about taking over the franchise and once again combined all the franchises together by moving all parts, service and body shop equipment to our location. In 1989 Mr. Prostrollo purchased Zanhiser Motors the Ford, Lincoln, Mercury dealership from Bob Zanhiser, which remained at its location West Highway 34 & 81 intersection. The growth of additional franchises created a need for more room in service, parts and sales, so in 1991 Mr. Prostrollo built the current All American Auto Mall on South Washington Ave. General Motors did not encourage such a large expansion for such a small community. Following many months of work Mr. Prostrollo negotiated all 14 franchises to be sold on the same 11 acres lot. Although Ford, Lincoln, Mercury required a separate show floor they would be able to use the same service, parts and body shop facility.

Expanding Trade Territory

The ability to have a unique and comprehensive inventory of 14 different American franchises on the same lot helps us to broaden our sales throughout the area. We have done business in as many as eight states around the country. Jerry Prostrollo was awarded Time Magazine Quality Dealer of the Year in 1988 which is a prestigious national award voted on by his peers in the automotive business. Jerry's son Pat Prostrollo sold his GM dealership in Huron 1995 and purchased the All American Auto

Mall in Madison. In 2007 Prostrollo Motor Company celebrated our 50th anniversary of being in business. That same year Pat Prostrollo was also awarded the Time Quality Dealer of the Year for his success. Both Pat and Jerry have received numerous awards from GM, Chrysler and Ford divisions for nationally ranked customer service and sales.

Their service to the Madison community and support of many civic organizations are too numerous to list. Nick Prostrollo is the third generation son of the family and has been working for Prostrollo Auto Mall as the Information Technology (IT) manager along with number of other duties since 2000. The success of the dealership continues to grow in large part due to the leadership and management of Pat Prostrollo, a loyal customer base, advertising, a large variety of inventory, and a great sales and service reputation. We are not aware of any other franchised dealership in the United States with all division of the Big 3 on the same lot.

Technology Infrastructure

In 1992, Prostrollo Motor Co. hired Reynolds & Reynolds to install their software system. This was the first major step in a growing association with Prostrollo Motor Co. to technology. This system coordinates the accounting office with all other departments such as the service department, parts department, sales department, Finance and Insurance office and body shop. The new software also automated many previously manual functions in the dealership. The speed, accuracy and convenience of the system at the time was exciting, and the system is still functioning today.

The F&I office enjoyed the benefits of this software technology because of time saved in printing and calculating a retail and lease contract, parts and labor agreements, title and tax papers, and insurance forms. The most recent technology change in the F & I

office deals with the passage of new laws for how vehicles are registered though the Department of Transportation website. The dealership is responsible for processing the customer and vehicle information onto the states website. The Department of Transportation website then provides all dealerships up-to-date information on any vehicle titles. This new process helps reduce problems with people neglecting to pay the three percent sales tax on the vehicle they purchased.

Infusing Technology

Internet technology has changed the way sales management purchase program vehicles through SmartAuction. SmartAuction is the industry's leading upstream wholesale vehicle auction website, in which franchise dealerships pay a membership fee to belong. For many years, the sales manager had to travel to Omaha or Minneapolis losing valuable selling time at the dealership while they waited hours to purchase vehicles. Today, all the divisions have their auction sales broadcast over their website with the list and description of the vehicles for sale. Last year, 435,000 used vehicles were sold on Smart Auction giving 4200 registered dealers a cost saving opportunity to buy and sell their used inventory without leaving the dealership. The sales manager also has many more options in determining the resale and trade-in value of a used vehicle. For years sales managers have determined a value of a used car by using sources such as Kelly's Blue Book. Today many dealerships subscribe to website in which a sales manager enters the year, make, model, miles and the websites database provides information about similar cars recently sold at auction.

Technology as Sales Tools

The sales staff has been greatly impacted by technology. Communicating with customers, other dealers, parts and service, and F & I through email has increased sales and service production. Every franchise division has its own training requirements. Technology has also allowed for in-house professional development allowing more time for sales people to be selling, and the dealership to cut cost on traveling. General Motors, Ford and Chrysler certify sales people by providing training guidelines on their corporate websites and allowing the sales force to complete the requirements on-line. One major professional development strategy use by the big three automakers is to train sales people to develop a database to track current and past clients. This system reminds sales people periodically contact customer on a birthday or anniversary. The goal is constantly keep the dealership in front of the customer.

Statement of Problem

The Internet has more car shoppers today than any time in the history of the automobile sales business. Eighty-nine percent of consumers interested in purchasing a new or used vehicle indicate they will search the Internet first. Research shows that franchised car dealerships allow 31% of all Internet leads to go unanswered. Unanswered leads result in cars not being sold and dealerships not making money.

The average GM dealership response time to an internet lead is 28 hours. A quick response time of 30 minutes will give the sales person a 60% better chance of that prospect purchasing from your dealership. A response time of one day reduces chances of selling that customer by 30%. (Dewar, 2007)

According to surveys done in 2008 by Joe Verde Sales & Training Group 96% of internet car shoppers will not visit the dealership if the dealer does not provide the price of the car. This has created a negative effect on the management and sales staff working with internet leads because of the low percentage of responses. Most independent sales training focus on the negatives of giving out prices to internet leads and strongly discourages its practice. The good news is that with a phone call to that internet shopper 60% of the internet prospects will make an appointment to come into the dealership. Of those shoppers who make an appointment 60% will show up for the appointment. Of the shoppers that keep the appointment with the dealership 50% of them buy on the first visit to the dealership.

National Closing Ratios

National Closing Ratios for different types of customers are shown in Table 1. The repeat customer is the most preferred by the sales staff because a relationship has been established and a trust factor is in place between the customer and salesman, plus a very high closing ratio of 70%. The next most preferred prospect is the referral which is someone that has been sent to the salesman by a previous customer, which also has a high closing ratio of 60%. A be-back customer is one who has recently been dealing on a vehicle and has comeback for further demonstration or negotiations. A phone up is a prospect that phones into the dealership and makes an appointment with a specific salesman. The most difficult prospect to close is the walk in customer because there is no relationship with the sales staff or dealership.

Table 1

National Closing Ratios

Types of Customers	Percent of Closings
Repeat	70
Referral	60
Be-Back	57
Phone	50
Walk-In	10

These percentages may be part to blame for the sales and managements disinterest in internet leads. Where as a 4% close ratio for internet contacts in comparison to the percentages shown in Table 1 leads management and salesman to believe the internet lead is more work for less pay.

Purpose of the Study

The objective of this project is to find out the reasons a dealership's website may or may not be effective. To examine company data and corporate data collected from website shopper. Evaluating this information can offer dealership an opportunity to improve the processes in which internet shoppers are handled. Advertising priorities can be reexamined to incorporate more digital adverting therefore reach more customers for the money for a better return on investment.

Advertising Data

Advertising is a key issue for the automotive industry to reevaluate for the digital consumer. Most dealerships spend the largest part of their advertising budget on three basic Medias; TV, newspaper and radio.

Table 2 shows the primary media sources or what is referred to as "traffic drivers" that lead consumers to the showroom floor to purchase a vehicle. The internet is the leader with 54% of the customer responding that they learned about the dealership through the internet. Traditional media is led by newspaper (13%) and followed by TV (8%), radio (4%) and direct marketing (3%). The preceding percentages are near opposite of where most dealership invest their advertising dollars.

Table 2

National Traffic Drivers

Media	Percent of Advertising
Internet	54%
Newspaper	13%
TV	8%
Radio	4%
Direct Marketing	3%

Table 3 shows the most popular media advertising favorites are TV and newspaper which continue to be the automotive business tradition. The research indicates the advertising percentages are TV 50% and newspaper 29% with 19% going to radio. Table 3 shows that dealerships adverting dollars are not being spent in the medium which actually brings the majority of customers into the dealership.

Table 3

Prostrollo Motor Advertising Budget

Media	Percentage of Budget	Cost Per Month
TV	50	$15,000
Newspaper	29	$8700
Radio	19	$5700
Misc	1	$300
Internet	1	$300

Of the 54% of customers who visited the dealership website 61% of those people never contact the dealership. Table 4 shows how most people establish initial contact with the dealership. Eighty percent of potential customers are not known to the dealership and are called walk-ins. The second most frequent manner customers contact the dealership is by telephone (17%).

Table 4

How Do Customers Contact a Dealership?

Method	Percent
Walk-in	80
Phone	17
Email	2

Definition of Terms

Up or Walk-In: A shopper who has not purchased for the dealership before.

Repeat: A customer you have down business with previously.

Referral: A customer that was referred to you from another customer.

Be Back: A consumer who has been in your dealership recently dealing on a vehicle and the individual comes back to the dealership before he purchases.

GAP :(Guaranteed auto protection) Insurance that can be purchase to protect the owner of a vehicle in the event of an accident and it's totaled and the value is less than the insurance settlement. GAP protection will pay the difference between the insurance settlement and the loan on the vehicle.

F & I manager: (Finance and insurance): The individual who complete the paper work for the purchase transaction of a vehicle.

Program vehicle: A vehicle that a franchise dealer can purchase through auction, usually late model one to three years old.

NADA: National Automotive Dealer Association.

MSRP: Manufactured Suggested Retail Price.

DMV: Department Motor Vehicles

SEO: Search Engine Optimization

PPC: Pay per Click

Close Ratio: The number of consumers sold in comparison to the number of consumers waited on.

CHAPTER 2

WHAT MAKES A GOOD WEBSITE?

"Research has shown that the online automotive customers want more than pictures and prices," said Zach Taylor Auto/Drive Executive. Mr. Taylor's research indicates customers want to know why they should buy a car from your dealership, and what kind of service they can expect afterwards. The dealerships best attributes are showcased from the inside out that will inspire consumer confidence and plant the seed that will grow a long-term relationship (Stark, 2009).

Surveys conducted by NADA Chief Economist Paul Taylor confirm that 99% of dealerships website are interactive. Many of the websites allow online shoppers to view new and used vehicle inventories, which includes pictures, equipment lists, MSRPs, financing, and sales and service opportunities. The survey showed that dealerships are increasingly using the internet to make car shopping more convenient for the customer (Smith, 2009). Consumers are organizing their daily lives by the using internet and franchised new car dealers have made researching, purchasing and servicing their car easy and convenient.

Questions to help create a plan for an effective website

1. How are your current sales generated?
2. What new business deals are you investigating?
3. How do you find customers and how do they find you?
4. What is your target market?
5. Do they use the internet, and what is the level of their proficiency?
6. Who is your competition?

- Are they on the web?
- How will you differentiate yourself from the competition?
- Do you need to streamline communication with the customer?
- If you have a website, how is it performing and what improvements would you like to see?

According to General Motors the majority of consumers search the internet before buying a vehicle, making it is essential that dealers provide the information the customer needs. So what makes a dealership website functional and effective?

- **Simplicity and Ease of Use:** Ease of navigation and not overloading the page with excessive content will determine how the consumer maneuvers through the website. Consumers are becoming increasingly internet savvy and will know when a dealership does not take its website seriously or is the site is to confusing to navigate.
- **Overall Design:** Strong dealerships take pride in the appearance of their stores. Their website should be as attractive, exciting and welcoming as the brick and mortar itself. Rich content such as a vehicle 360 degree spins, interior panoramic views, color changers, video, etc. has proven to attract consumer's attention. The closer the website can replicate the act of actually test driving a car, the better the chance of closing a deal with the customer. When designing the website the dealer should also consider how "rich" they wish to make their site without forcing long downloads on their online shoppers. Some web developers have bandwidth detectors that recognize which version of the dealer's website will work best, depending on the consumer's connection. This way

user's on high speed get all the exciting sound, motion and video they want while those with on dialup don't have to wait 15 minutes to view the site.

- **Customer-centric Tools:** Dealers need to focus on engaging customers in order to keep them on their site longer by make their experience exciting and different from what they see on their competitor's sites. To the consumer the most important customer-centric tools in their websites inventory. Most shoppers know what vehicle they are looking for before they visit a site, a currently updated inventory, with multiple color photos, clear feature/option information and pricing. If a shopper drives by the dealership and sees a car that interests them, and later cannot locate the car on the dealerships website buyers quickly lose faith in the accuracy of the website. When a customer cannot find the make and model they want they are prone to leave the website and look elsewhere. This situation can be avoided by designing a user friendly site that provides customers the information about products and services the dealership offers. By keeping it simple, the dealer can keep the customer on their site and eventually lead them into the showroom.

Another useful tool for shoppers is the new car configuration feature. This tool was developed to help dealers communicate with customers about other car options besides those on the dealership lot. The configuration feature also helps to match the needs and wants of the customer to a product. This provides an environment conducive for the sales person to help the customer make a good buying decision.

- **Promote Your Dealerships Profit Centers:** Dealerships should promote new and used vehicles, F&I, service and parts departments while placing the most emphasis on the most profitable departments: pre-owned cars, sub-prime financing and parts and accessories. While customers are browsing the inventory, dealers should provide an opportunity to view and take advantage of weekly specials including savings coupons, lease specials, and parts and service promotions.

  One of the best ways to increase the lead-to-user ratio is to add timely specials on a weekly basis. Once potential customers become aware that they should check back often to see what deals are hot, they are more likely to add the dealers site to their favorites for on line research.

- **Build Value:** Effective and high impact dealership website should build value in all areas of the dealership, including people, processes and product rather than focusing on price. The best dealerships promote their advantages of the competition, market certified vehicles, and highlight their unique processes. However, building and branding an effective website alone is not necessarily going to generate results. One of the key elements is a commitment from management or what is called "dealer buy in". The biggest factor in a successful online sales effort is the dealer taking an active interest in seeing the internet department succeeds. The owner leadership in all areas of the dealership including advertising affects everyone from the mechanics to the people in sales. Even the best internet manager will struggle if they don't have the support of senior management. Dealership owners should implement reporting and

accountability processes that monitor sales performances. This data can create better online marketing opportunities and potentially increase sales.

- **Continue Updating:** Dealerships with effective websites consistently update their website. Monitoring new trends that occur in the car business and providing current and potential customers with enough information on the website to keep customers interested in the dealership.

As an example of changing trends in the car business Prostrollo Motor Company recently added a video of a young woman who guides the customers around the website and answers customer's questions. They are also working on a chat system through our website that will allow the salesman and customer the ability to visit in real time online about our sales and service.

Website designers have created websites for dealerships that function well on small the screens of Apples iPhone, T-Mobile G1 and other small phones. Instead of throwing the entire contents of the dealership website at the smart phone user, the website presents information frequently sought by consumers. This type of marketing is a direct response to proliferation of phones with 24/7online connection provided to consumers. Studies show that 66% of consumers visiting its dealership website use mobile electronic communication devices like an iPod touch or Blackberry to explore websites. (Healy, 2010)

- **Right Processes:** Most people do not fail because of a deficiency of knowledge, but rather a deficiency in execution. The key element to a successful car dealership website is a process in which customer leads are turned into appointments and appointments into sales. A good dealership

website can generate between 75-100 leads per month. Dealerships that teach sales people how to follow up on these leads increase dealership sales and profits.

CHAPTER 3

SOLUTIONS

Developing an internet marking strategy with the dealership website combining a search engine optimization (SEO) and pay per click (PPC) provides the best overall digital coverage. Although the PPC provides the best overall coverage, the cost is detrimental to operate more than one to four months. The important factors for the SEO are website content, text on the website, website coding (titles, tags, and internal structure) and number of websites that link your website to the dealership.

The importance of a quality response to an internet shopper will determine if the prospect will continue the online communication with the sales person. When customers were asked what was the primary reason you bought the vehicle from the intended dealership.

Table 5 shows that 40% of customers indicated the primary reason they bought the vehicle from a dealership was price. Twenty-one percent of customers stated dealer interaction response time and the quality of treatment from the dealership was the second most frequent reason for purchasing a vehicle. The research indicates customers' value quick response and correct information from the dealership. Nearly 10% of the customers feel dealership inventory and the accuracy of the listings on the company website is important. Four percent of customers indicated that prior relationships affect their purchasing decision. Less than one percent says the trade-in value of their vehicle effect their decision to purchase a new or used vehicle.

Table 5

Primary reason internet customer purchased form intended dealership

Reason	Percentage
Price	39.9
Dealership Interaction	21.4
Dealership Location	14.2
Dealership Inventory	9.6
Prior Relationship with Dealership	4.3
Trade-in Value	0.7

(Dewar, 2007)

Dealerships responding to internet leads

- Respond (31% don't respond)
- Respond quickly (within 30 minutes)
- Respond Well (answer question, accuracy of information)

Key Enablers

- Price vehicle right to the market.
- Adjust media mix to digital by increasing advertising on the web.
- Link to 3rd party sites.
- Build a pipeline to allow all leads to come through on source.
- Meet needs of digital consumer and change with technology.

Dealerships thought process needs to change from Analog to Digital.

Analog (old way of thinking)

- Traditional TV
- Newspaper
- Radio
- Driving from dealer to dealer with the family
- Asking relatives
- Asking the salesman everything he knows

Digital (new thought process)

- Surfing the web
- Contacting dealers by email
- Visiting websites
- Online socializing
- Networking and Peer reviews
- Shopping at home or office

Table 6 shows four decades of survey data indicating how people recall a brand name advertisement one day after the advertisement was ran during a television program. In 1965, 34% of viewers could identify a brand name product the next day. In 2000, only 9% of viewers could recall a brand name advertisement. (Dewar, 2007)

Table 6

Comparison Survey Advertising Recall

Decade	Percent
1965	34%
1974	24%
1981	13%
2000	9%

The internet consumer must be given a price by the dealership to have a chance at going to the next step in the selling process. This is a difficult obstacle for dealerships to overcome because of out of date training guidelines and the first hand experience of low closing ratios of internet shoppers. After a price is given to the consumer the quality of the interaction, location of the dealership and dealership inventory will determine how far the negotiations will continue.

CHAPTER 4

DATA COLLECTED

The data was collected from September 2009 through December of 2009. This data includes incoming contacts from shoppers visiting Prostrollo Auto Mall website and initiated contact with our dealership about a vehicle of interest. Table 7 shows total number of shoppers contacted the company each month the number of those prospect sold and the closing ratio.

Table 7

Sales Prospect from Prostrollo Website

	September	**October**	**November**	**December**	**Total**
Prospects	74	66	77	34	**251**
Units Sold	3	3	2	1	**9**
Close Ratio	4.1%	4.5%	2.5%	2.9%	**3.5% (Avg)**

Table 8 shows links used by vehicle shoppers that were funneled to Prostrollo Motor Company website. Customers use blackbook.com site to get a values on their trade in and will have submit their name and address to get the final trade in value.

Prostrollo Auto Mall site data was total shoppers who contacted our dealership website in response to a vehicle that is of interest to them. Car.com is a vehicle site that will give the dealership as much or as little information as the shopper will give out.

Kelo Power Search is a website, where the customer will give specific information on the exact vehicle they are searching. That information is compiled on the Kelo Power Search database and then sent out to all dealerships that are enrolled on the Kelo Power Search website.

Table 8

Vehicle Sale from Internet Leads

Website Links	Number of Shoppers	Units Sold
Black Book	131	6
Prostrollo Auto Mall	61	3
Cars	45	2
Kelo Power Search	14	1
Totals	251	9

CHAPTER 5

CONCLUSIONS

The conclusion from the data uncovered from Prostrollo Motor Company website researches, other dealerships and library internet investigation shows that the automotive business will need to continue its growth in satisfying the digital consumer. Below are common themes among internet users and how the dealership can respond.

Table 9

Common Internet Themes

Common Theme Among Internet Users	**Does the Dealership do This**
Rely on data to make decisions	Provide data consumer is looking for
Use search engines to locate resources	Use SEO's or its website
Look to multiple sources for information	Have online presence beyond the dealerships website
Engage in dialogue to gather and share information	Employ email, real time, chat social network to dialog with consumer
Use multiple devices to access resources	Have mobile friendly content and resources available to consumers

Automotive consumers visit a franchise dealership website 48% of the time before buying. When they do, they're edging closer to the next tier of the funnel. The dealership site must give consumers what they're looking for, or they will click away to explore other options. The dealership website must provide easy, accurate and detailed information (Healy, 2010).

Several internet sites provide consumer reviews that are available most everywhere online. These sites need to provide the consumer information about car pricing, trade-values, parts and services. Because of the growing trend to shop on-line, dealerships must keep their website updated and in tune with customer needs and wants.

The volume of automotive searches using the internet has grown to 84% with over 170 million internet users searching for cars, service and parts online (Koeppel, 2007). Although conventional advertising continues to influence potential buyers, internet technologies are allowing dealership to narrowly target potential car buyers. Dealership development of digital sources will not only enhance the relationship between the digital consumer and the dealership it but broaden the dealerships customer base.

Below in Table 10 are the digital sources that consumers use to make their purchasing decisions and how they impact the dealership. Each digital source has an impact on the dealership website and third party website. Social networking and electronic mobile devices are the newest technology to have an impact on how potential customers shop for a vehicle. This technology will open up new opportunities for dealerships to pursue digital consumers.

Table 10

Digital Consumer Sources & Impact on Dealership

Digital Consumer Sources	**Impact on Dealership**
Manufacturer and Brand Sites: Consumers go to manufacturer and brand sites to learn vehicle/product details, service, parts and accessory information.	Consumers know the product inside and out, without needing a printed brochure. They also understand service price points
Independent Third-Party Sites: Consumers go to third party sites to do product research, read consumer reviews, compare prices, and narrow their considerations.	Consumers have constructed a complete picture from trusted resources. They understand vehicle strengths and weaknesses. They know the competition.
Dealership Sites: Consumer goes to dealership sites to examine vehicle inventory, to price and schedule service, and to shop for parts and accessories.	Consumers go to dealership sites to examine vehicle inventory, to price and schedule service and to shop for parts and accessories.
Social Networking Sites: Consumers are using social networking sites and services to gather opinions, experiences and advise.	Consumers have an army behind them, available to help with every aspect of the decision making and purchasing process.
Online Video: Consumers are using	Consumers can experience the

online video to research vehicles and engage with local dealers at a rate that has grown 273% year over year.	product and you dealership in a new way.
Mobile Devices: Consumers are adopting mobile internet devices, smartphones and netbooks, at astonishing rates. They're using these devices to find local dealers, pricing and incentives.	Consumers using mobile internet devices are lower in the purchase funnel, ready to purchase vehicles, parts, and service.

To establish a top notch website the dealership must focus on building a website that is easy to use and is centered on the customer. Changing advertising is going to be difficult challenge for the automotive industry because of it many years of success through TV, radio and newspaper.

The Internet allows dealers to advertise their vehicle inventory at a minimal cost, yet attract a potentially a large base of customers. Dealerships must respond, respond quickly and respond with quality to the consumers needs. The percentages have shown dealerships continue to improve every year in the usability of their websites, speed of response time and the quality of their response to the consumer. Changing advertising in the automobile industry will continue to be a difficult challenge. Traditional advertising like TV, radio, and newspaper are deeply ingrained in many dealerships for many years and it may take a many years to change it.

References

Allen, L. J. (2009). Social Media: Say "hi" Before "buy". Automotive News, 84 (6387) 1-2.

Auto Bid Systems, Inc. Announces Next Version of eNegotiation for Online Customers. (2007, March 13). PR Newswire, p.10.

Finlay, S. (2009). Dos, Don'ts of Internet Selling. Wards Dealer Business, 43, (1) 34.

Germperle, D. E. & Rojc, K. J. (2007). Motor Vehicle Lease Adverting via the Internet.

The Business Lawyer, 62 (2), 697-703.

Healy, Cameron (NEED YEAR). Factors in Building an Effective Website.(source?). Retrieved March 5, 2010 from http://www.higherturnover.com/brandwebsite_article.php

Kisiel, R. (2009). Dealerships Websites Shrink to Fit on Phones. Automotive News, 83 (6351), 30.

Koeppel, P. (2007). Keys to an Effective and Profitable Web Site. Agency Sales, 27, (4) 11-12.

Liquid Motors Adds Smart to Remarketing Efforts. (2009, December 10). PR Newswire, p. 8.

New e-care Solution Links Advertising. (2006, November 14). The PR Newswire, p. 12.

Pitta, D. A. (2005). Internet Currency. The Journal of Consumer Marketing, 22, (6), 354-356.

Smith, A. D. (2009). Online Accessibility Concerns in Shaping Consumer Relations in Automotive Industry, 33, (1) 77.

Stark, D. (2009) Create Your Dealership Brand Online. Ward's Dealer Business, 43, (4) 24.

Verde, J. (2008). *How to sell a car today workshop*. San Juan Capistrano, CA: Joe Verde Sales & Management Training, Inc.

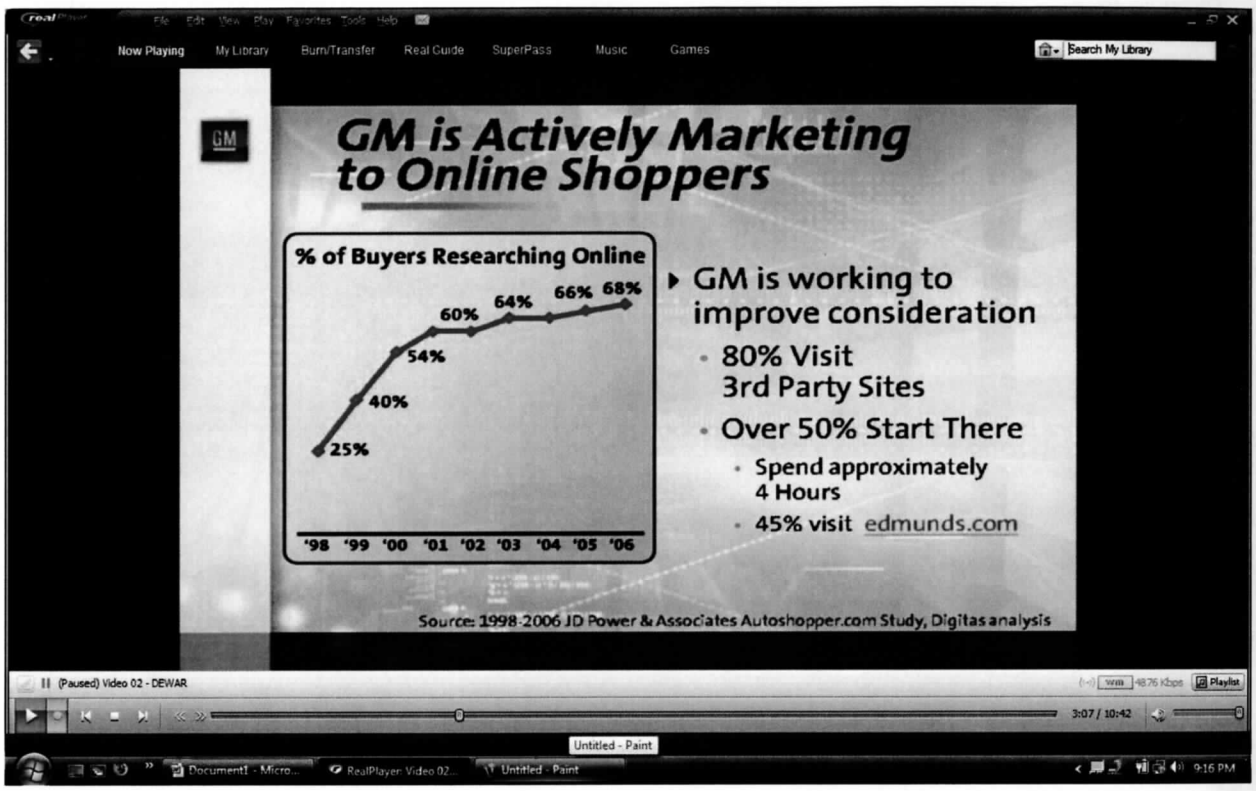
Dewar, B. (speaker). (2007). *Selling in a digital environment* (compact disc). Detroit, MI.

GM Training. (March 2, 2010). *Doing business in the digital world* [online training]. (Available from www. Gmglobalconnect.com)

APPENDICES

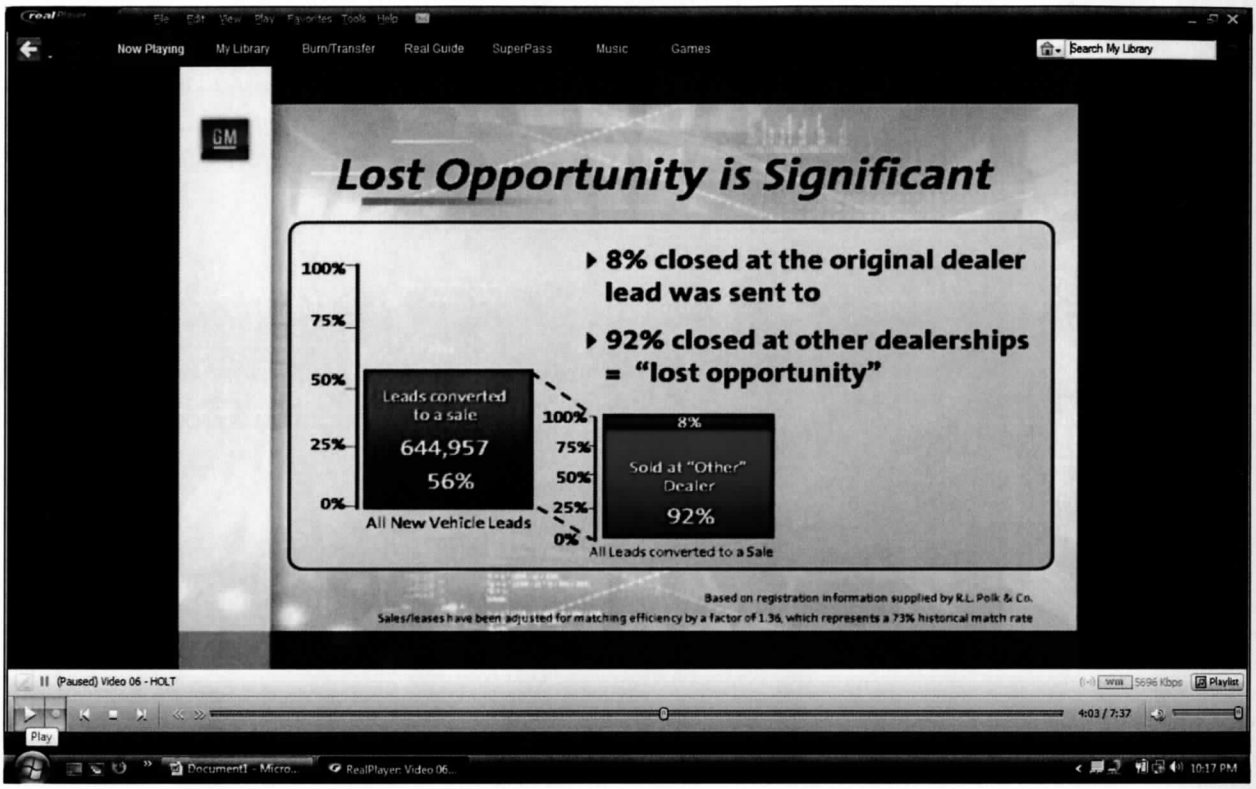
APPENDIX A

Marketing Online Shoppers



APPENDIX B

Lost Opportunity

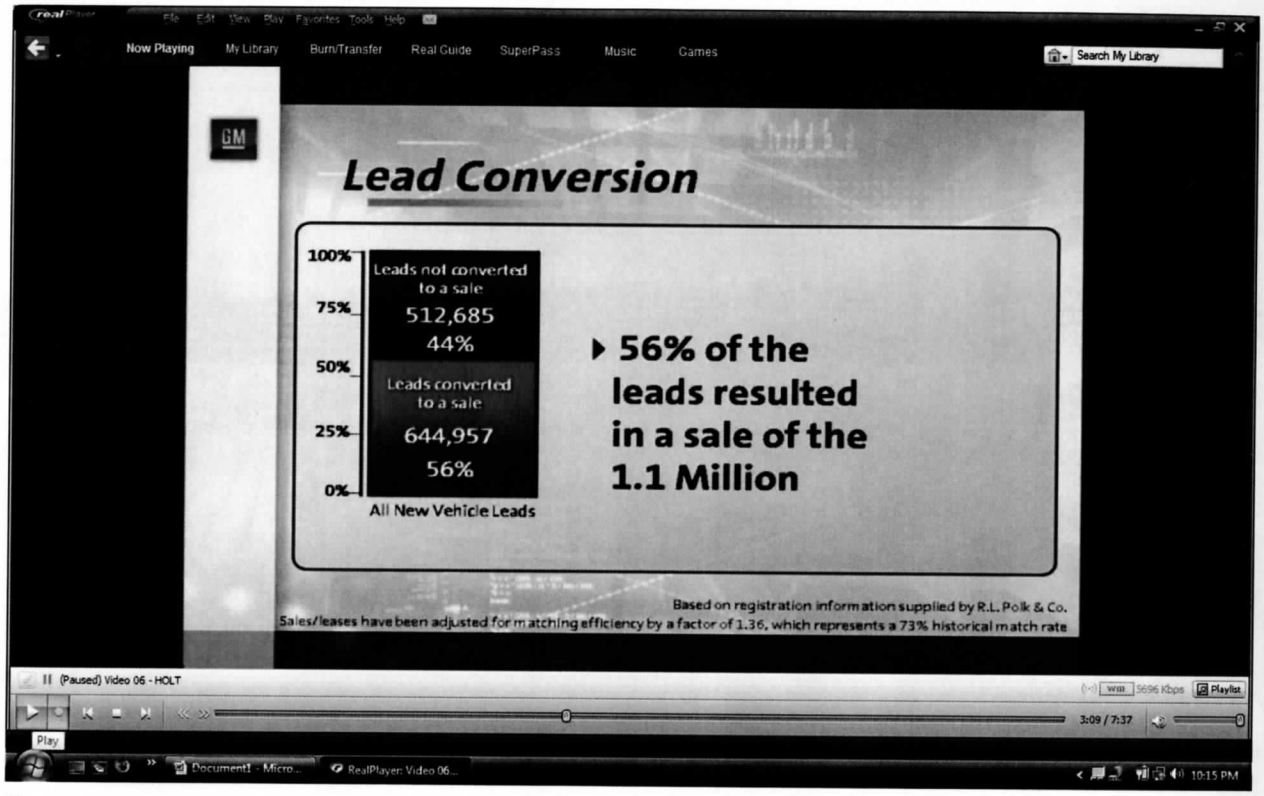


APPENDIX C

One Source Lead Delivery

APPENDIX D

Lead Conversion

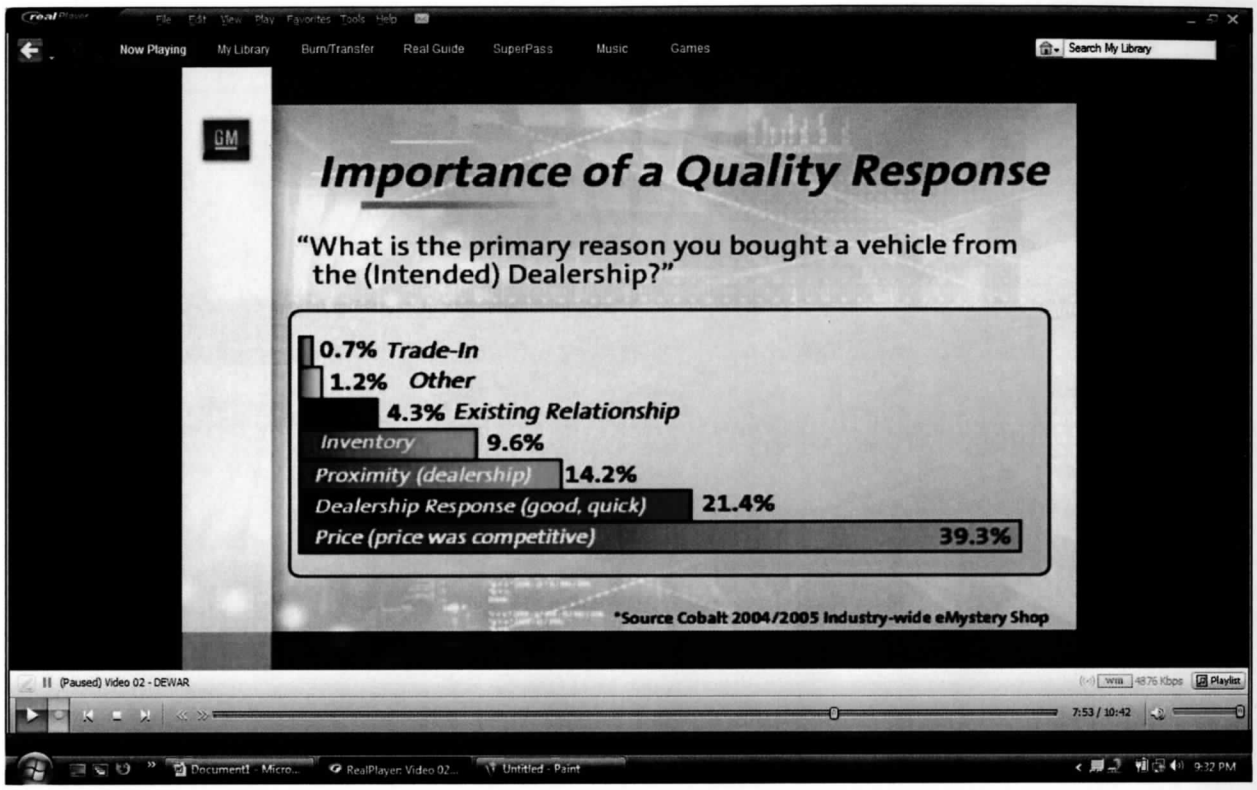


APPENDIX E

Purchase Timeframe

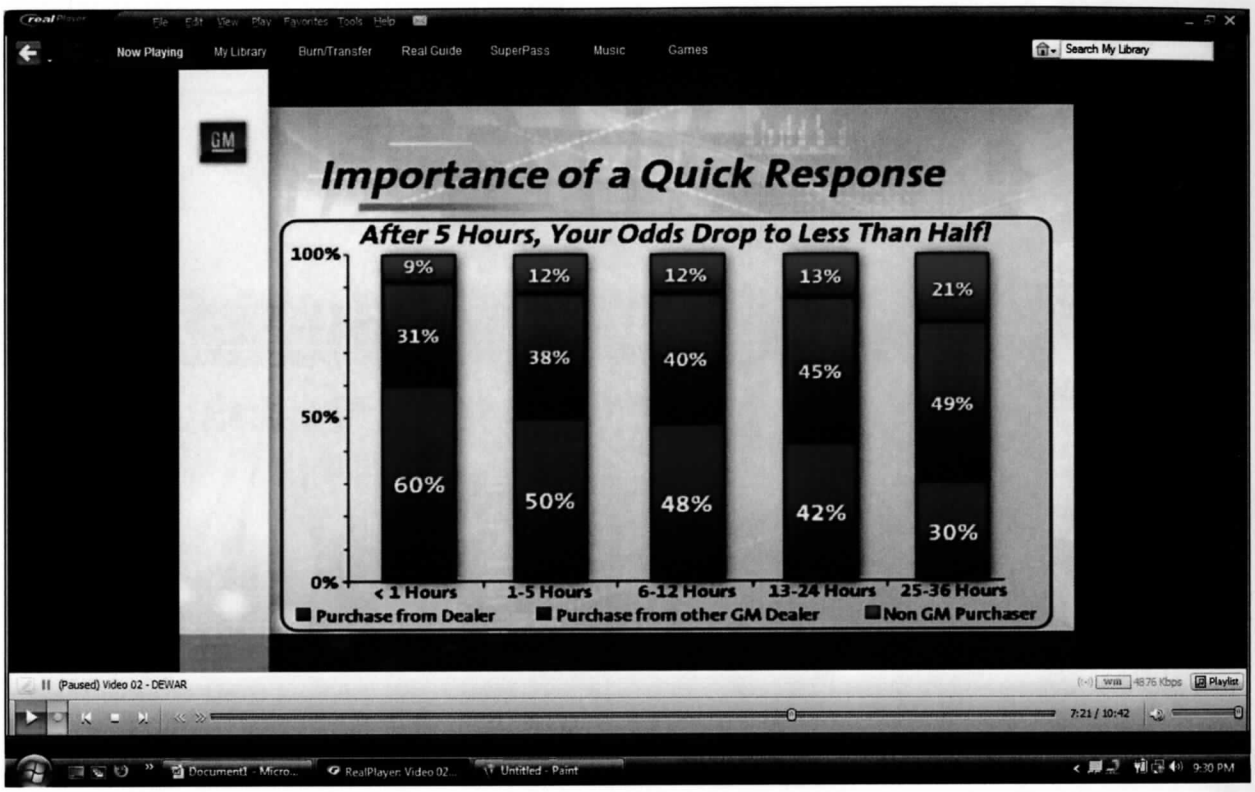
APPENDIX F

Quality Response



APPENDIX G

Importance of a Quick Response

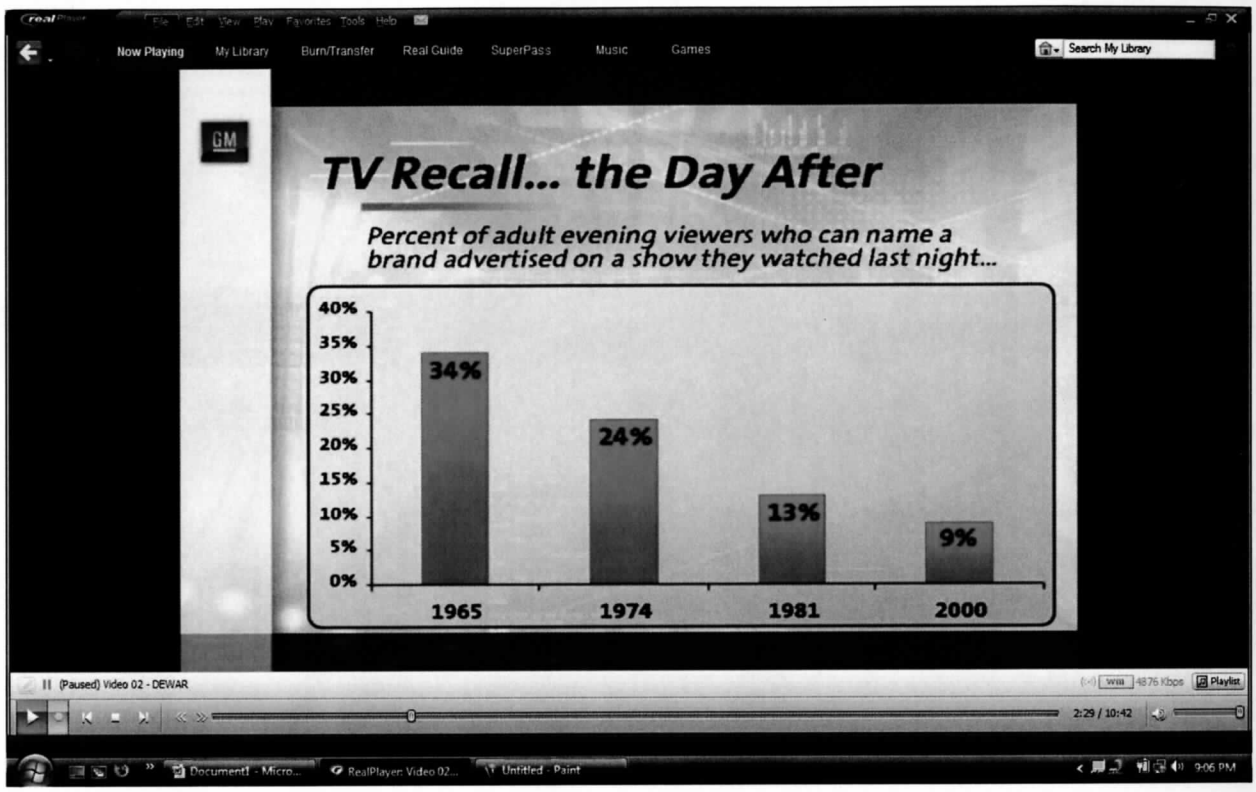


APPPENDIX H

Response Goals

APPENDIX I:

TV Viewer Recall

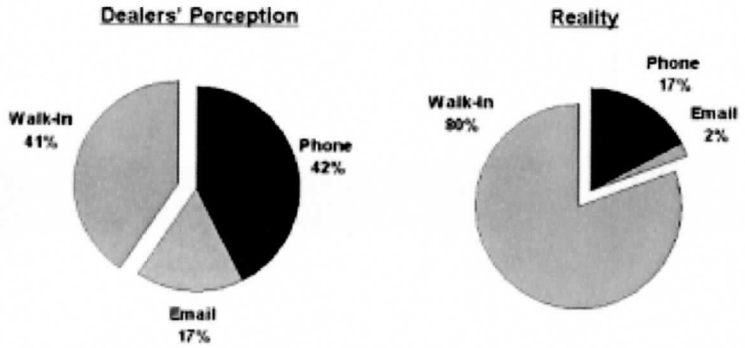


APPENDIX J

Walk-In Traffic Data

How do walk-ins establish contact with the dealer?

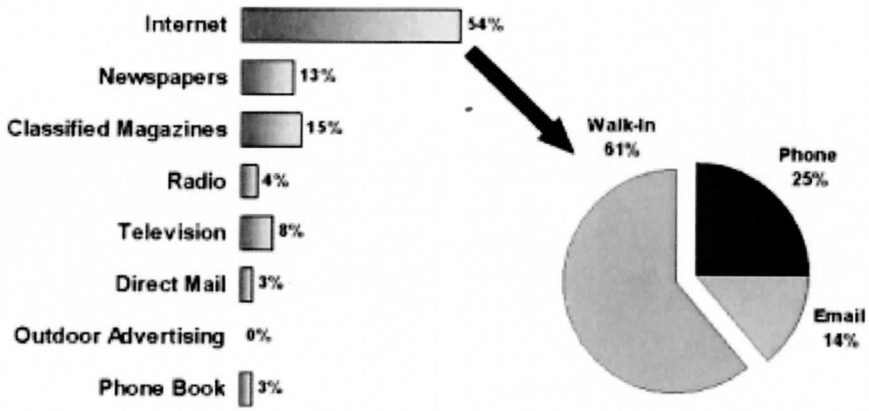
- 80% of car shoppers who walk through a dealership's doors do not establish contact with the dealer prior to their initial visit.



Source: 2008 Dealer Brand Image Study & Northwood University, AutoTrader.com 2008 Dealer Walk-In Traffic Study

What advertising drives dealer walk-in traffic?

- Of the 54% brought to the dealership by the Internet, 61% do not contact the dealership first.



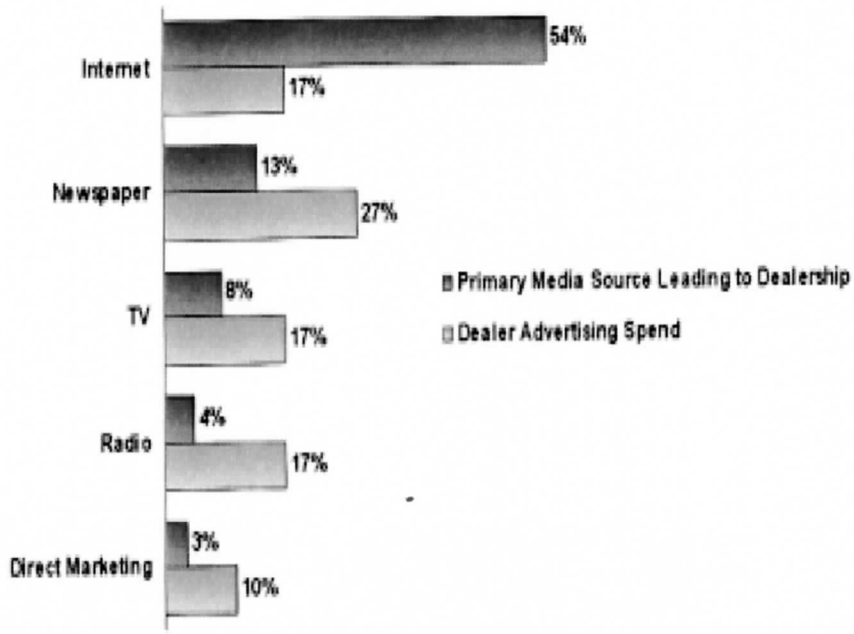
Source: Northwood University, AutoTrader.com 2008 Dealer Walk-In Traffic Study

APPENDIX K

Efficient and Effective Media

It's Important to Invest in Efficient and Effective Media

- The Internet is the number one media source at driving walk-in traffic. However, dealers are still spending heavily on more traditional media such as Newspaper, Radio and TV.



Source: Northwood University, AutoTrader.com 2008 Dealer Walk-In Traffic Study

APPENDIX L

Prostrollo Website Shoppers 9/15/09-9/30/09, 10/17/09-10/31/09, 11/16/09-11/30/09

Internet Lead List [Compatibility Mode] - Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View

D5 57106

NT: DIRECT FROM WEBSITE CAR: CARS.COM

	November						October					September				
DATE		FIRST	LAST	CITY	DATE		FIRST	LAST	CITY	DATE		FIRST	LAST	CITY	DATE
12/30/2009	BB	Janelle	Zerr	57005	11/30/2009	INT	James	Reiner	57078	10/31/2009	PS	Tom	Burdick	Mitchell	9/30/2009
12/30/2009	BB	Jason	Florey	57033	11/30/2009	INT	Elliot	Millar	57106	10/31/2009	BB	Grant	Konechne	57350	9/29/2009
12/30/2009	BB	Wes	Kooima	57106	11/29/2009	BB	Mike	Cullen	57349	10/30/2009	PS	Dave	Heck	57108	9/28/2009
12/30/2009	BB	Jared	Peterreins	57042	11/28/2009	BB	Allan	Bonnema	57013	10/29/2009	BB	Willis	Hubers	57003	9/27/2009
12/30/2009	INT	John	Hess	57106	11/28/2009	INT	Carie	Sanow	57108	10/29/2009	INT	Shiloh	Dupper	Milbank	9/27/2009
12/30/2009	CAR	Greg	Hunhoff	57106	11/28/2009	BB	Steve	Ewing	56164	10/29/2009	BB	Linda	Hawkins	Madison	9/27/2009
12/30/2009	BB	Troy	Homan	57237	11/28/2009	BB	Jen	Winter	57218	10/28/2009	BB	Lydell	Larson	57110	9/26/2009
12/30/2009	BB	Blake	Erickson	57006	11/27/2009	BB	Travis	Anderson	57042	10/28/2009	BB	Rick	Kolbeck	57237	9/25/2009
12/30/2009	BB	Daniel	Kenton	57069	11/27/2009	BB	Leonard	Oakley	57042	10/28/2009	BB	Jeni	Mclaughlin	57382	9/24/2009
12/30/2009	BB	Dani	Eppe	57108	11/25/2009	BB	Jim	Archer	57103	10/28/2009	BB	Bill	Heylens	57071	9/24/2009
12/29/2009	BB	Kevin	Tiede	57001	11/25/2009	INT	Jamie	Blair	57108	10/28/2009	BB	Jeremiah	Minter	57006	9/24/2009
12/29/2009	BB	Gaylord	Hansen	57033	11/24/2009	INT	Jim	Kuyper	56164	10/27/2009	BB	Mary	Redinger	57271	9/24/2009
12/28/2009	INT	Troy	Kirsch	57369	11/23/2009	BB	Rhonda	Kruse	57268	10/27/2009	BB	Charlie	Richardson	Madison	9/24/2009
12/28/2009	BB	Dave	Schneider	57106	11/23/2009	BB	Kevin	Coyle	57033	10/26/2009	CAR	Jon	Economo	Sioux Falls	9/22/2009
12/27/2009	BB	Jeremiah	Schneider	57042	11/23/2009	BB	Kenneth	Mellema	51246	10/24/2009	CAR	Nancy	Stofferahn	Humboldt	9/22/2009
12/27/2009	CAR	Jeff	Schmidt	57022	11/23/2009	BB	Mary Jo	Sampson	57042	10/24/2009	INT	Teresa	Johnson	57032	9/21/2009
12/26/2009	BB	Don	Deknikker	57048	11/22/2009	BB	Terry	Adler	57245	10/24/2009	INT	Tom	Burdick	57301	9/21/2009
12/25/2009	BB	Dorothy	Huether	57006	11/21/2009	CAR	Jay	Person	57033	10/24/2009	BB	Larry	Maag	57006	9/21/2009
12/24/2009	BB	Sue	Isder	56137	11/21/2009	BB	Shane	Reinhard	56164	10/23/2009	CAR	Jerry	Hendricksen	Tea	9/20/2009
12/24/2009	BB	Alex	Larson	57042	11/20/2009	CAR	martin	Van Buren	53963	10/23/2009	INT	Jerome	Rachuy	57033	9/20/2009
12/24/2009	BB	Josh	Sumption	56280	11/20/2009	BB	Brian	Koedam	51241	10/23/2009	BB	Steve	Voelker	57017	9/19/2009
12/24/2009	BB	Julie	Roesler	57106	11/19/2009	BB	Matt	Coombs	57110	10/23/2009	BB	Donald	Dejong	57350	9/19/2009
12/23/2009	BB	Robyn	Vos	56170	11/19/2009	BB	Brenda	Kocer	57311	10/22/2009	BB	Gregory	Dufault	57349	9/19/2009
12/22/2009	INT	Joyce	Johnson	57058	11/18/2009	BB	Sam	Johnson	57102	10/22/2009	BB	Dennis	Knutsen	57071	9/18/2009
12/22/2009	INT	Bill	Ellingson	57028	11/18/2009	BB	Mitch	Menke	57105	10/21/2009	BB	Doug	Schaefers	57108	9/18/2009
12/21/2009	INT	Don	Arens	57349	11/18/2009	INT	Mindy	Eddy	57106	10/21/2009	BB	Chris	Sperling	57104	9/18/2009
12/20/2009	INT	Janna	Baker	57006	11/17/2009	CAR	Robert	Stenberg	57022	10/21/2009	BB	Sheila	Rowbotham	57006	9/18/2009
12/20/2009	CAR	Shane	Pollreisz	57103	11/17/2009	BB	Jeff	Schmidt	57022	10/20/2009	BB	Gary	Griffith	57033	9/16/2009
12/18/2009	BB	Todd	Long	57005	11/17/2009	PS	Jill	Freiebert	57004	10/20/2009	CAR	Masela	Obade	57006	9/16/2009
12/17/2009	INT	Loretta	Harkless	57522	11/17/2009	INT	RC	Sutherland	57032	10/20/2009	BB	Jeff	Schimdt	57022	9/15/2009
12/17/2009	BB	James	Morehouse	57102	11/16/2009	BB	Eric	Peterson	57006	10/20/2009	INT	Carrie	Rath	57401	9/15/2009
12/17/2009	BB	Tarryn	Butterfield	57350	11/16/2009	CAR	Lori	Peters	57301	10/19/2009					
12/17/2009	INT	Donna	Miller	57042	11/16/2009	PS	Shirley	Krause	57234	10/19/2009					
12/17/2009	BB	Dennis	Hiemstra	57301	11/16/2009	BB	Jeff	Preheim	57029	10/17/2009					

Sheet1 Sheet2 Sheet3

Enter

Research Info Data collected - Mic... Web Data - Microso... Microsoft Excel non... 9:46 PM

APPENDIX M

Prostrollo Website Shoppers 10/1/09-10/14/09, 11/1/09-11/14/09

Internet Lead List [Compatibility Mode] - Microsoft Excel non-commercial use

D5 57106

	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
42	12/16/2009		BB	Shawn	Rohrich	57106	11/14/2009		INT	Sid	Brock	57104	10/14/2009						
43	12/16/2009		INT	Vince	Weidler	57349	11/14/2009		PS	Shannon	Cook	57106	10/13/2009						
44	12/15/2009		INT	John	Dee	57301	11/13/2009		BB		Ackerman	56172	10/13/2009						
45	12/15/2009		BB	Dave	Woodring	57225	11/12/2009		BB	Brita	Mcguire	57106	10/13/2009						
46	12/14/2009		BB	Carol	Welbig	57105	11/12/2009		BB	Denae	Ward	57353	10/12/2009						
47	12/14/2009		BB	Jake	Seatim	57108	11/10/2009		BB	Rodney	Hofer	57006	10/12/2009						
48	12/13/2009		BB	Jill	Feige	57042	11/10/2009		BB	Jeff	Kroon	57033	10/12/2009						
49	12/12/2009		INT	Brad	Blanchette	57106	11/9/2009		PS	Josh	Olson	57301	10/12/2009						
50	12/12/2009		INT	Kris	Karr	57301	11/9/2009		CAR	Don	Walker	57273	10/12/2009						
51	12/11/2009		BB	Jackie	Siver	57231	11/9/2009		INT	Aaron	Buchanan	57106	10/11/2009						
52	12/11/2009		BB	Joyce	Johnson	57058	11/9/2009		CAR	Chris	Wagner	57301	10/10/2009						
53	12/11/2009		CAR	Arleigh	McLellan	99874	11/9/2009		BB	Justin	Parrott	57022	10/9/2009						
54	12/9/2009		BB	Jim	Erck	57064	11/5/2009		CAR	Yesenia	Parra	57106	10/9/2009						
55	12/9/2009		CAR	Martin	VanBuren	53963	11/4/2009		BB	Heath	Kurtenbach	57331	10/9/2009						
56	12/8/2009		BB	Wayne	Hoeke	57042	11/4/2009		BB	Stacey	Skaff	57106	10/8/2009						
57	12/8/2009		INT	Jennifer	Kolbeck	57237	11/4/2009		PS	David	Nettleton	51106	10/8/2009						
58	12/7/2009		INT	Mary	Rudebusch	57301	11/4/2009		INT	Jerome	Rachuy	57033	10/8/2009						
59	12/7/2009		BB	Steve	Pressler	57035	11/4/2009		PS	Gunner	Hickey	57301	10/7/2009						
60	12/6/2009		INT	Brad	Blanchette	57201	11/3/2009		PS	Jeremy	Rohrich	57106	10/7/2009						
61	12/6/2009		BB	Jeani	Vincent	57212	11/3/2009		BB	Ila	French	57042	10/7/2009						
62	12/5/2009		BB	Randy	Drewes	57104	11/2/2009		CAR	Lonnie	Lowe	57236	10/6/2009						
63	12/4/2009		CAR	Amber	Haugen	57005	11/2/2009		BB		Tapken	57104	10/6/2009						
64	12/4/2009		BB	Brandon	Perman	57314	11/2/2009		PS	Liz	Gulikson	57380	10/5/2009						
65	12/4/2009		BB	Michelle	Moore	57104	11/1/2009		BB	Michelle	Boltjes	57003	10/5/2009						
66	12/3/2009		BB	Kelly	Grams	56174	11/1/2009		INT	Gregory	Bade	57110	10/4/2009						
67	12/3/2009								PS	Troy	Jansma	57301	10/4/2009						
68	12/3/2009								CAR	Daniel	Uthe	57103	10/4/2009						
69	12/3/2009								PS	Scot	Graff	57105	10/3/2009						
70	12/2/2009								BB	Lori	White	56151	10/3/2009						
71	12/2/2009								CAR	Matt	Chatman	57006	10/2/2009						
72	12/1/2009								INT	Krista	Fritz McGillivary	57201	10/2/2009						
73	12/1/2009								CAR	Seth	Peterson	57103	10/2/2009						
74	12/1/2009								CAR	Steve	Jackson	57104	10/2/2009						
75									INT	Gerald	Van Den Top	Doon	10/1/2009						
76									INT	bernie	schoep	Hull	10/1/2009						
77									BB	Don	Mertens	57108	10/1/2009						
78									PS	Dana	Benike	Grenville	10/1/2009						

Sheet1 Sheet2 Sheet3

APPENDIX N

Prostrollo Website Shoppers 10/17/09-10/31/09, 11/16/09-11/30/09, 12/17/09-12/30/09

Internet Lead List [Compatibility Mode] - Microsoft Excel non-commercial use

BB: BLACK BOOK PS: POWER SHOP INT: DIRECT FROM WEBSITE CAR: CARS.COM

	December					November					October					
	FIRST	LAST	CITY	DATE		FIRST	LAST	CITY	DATE		FIRST	LAST	CITY	DATE		FIRST
CAR	Roger	Rowles	50107	12/30/2009	BB	Janelle	Zerr	57005	11/30/2009	INT	James	Reiner	57078	10/31/2009	PS	Tom
INT	Lewis	Bainbridge	57106	12/30/2009	BB	Jason	Florey	57033	11/30/2009	INT	Elliot	Millar	57106	10/31/2009	BB	Grant
BB	Theresa	Chastain	57103	12/30/2009	BB	Wes	Kooima	57106	11/29/2009	BB	Mike	Cullen	57349	10/30/2009	PS	Dave
CAR	Rased	Akmal	57006	12/30/2009	BB	Jared	Peterreins	57042	11/28/2009	BB	Allan	Bonnema	57013	10/29/2009	BB	Willis
INT	Doug	Lunstra	57103	12/30/2009	INT	John	Hess	57106	11/28/2009	INT	Carie	Sanow	57108	10/29/2009	INT	Shiloh
INT	Mike	Bloemendaal	56164	12/30/2009	CAR	Greg	Hunhoff	57106	11/28/2009	BB	Steve	Ewing	56164	10/29/2009	BB	Linda
INT	Dewey	Bakken	57055	12/30/2009	BB	Troy	Homan	57237	11/28/2009	BB	Jen	Winter	57218	10/28/2009	BB	Lydell
BB	Mike	Bloemendaal	56164	12/30/2009	BB	Blake	Erickson	57006	11/27/2009	BB	Travis	Anderson	57042	10/28/2009	BB	Rick
BB	Roni	Nelson	57350	12/30/2009	BB	Daniel	Kenton	57069	11/27/2009	BB	Leonard	Oakley	57042	10/28/2009	BB	Jeni
CAR	Kevin	Coffey	57212	12/30/2009	BB	Dani	Eppe	57108	11/25/2009	BB	Jim	Archer	57103	10/28/2009	BB	Bill
CAR	Bill	Henson	57301	12/29/2009	BB	Kevin	Tiede	57001	11/25/2009	INT	Jamie	Blair	57108	10/28/2009	BB	Jeremiah
INT	Kevin	Blankespoor	57042	12/29/2009	BB	Gaylord	Hansen	57033	11/24/2009	INT	Jim	Kuyper	56164	10/27/2009	BB	Mary
INT	Ryan	Boever	57301	12/28/2009	INT	Troy	Kirsch	57369	11/23/2009	BB	Rhonda	Kruse	57268	10/27/2009	BB	Charlie
INT	Kenneth	Teunissen	57106	12/28/2009	BB	Dave	Schneider	57106	11/23/2009	BB	Kevin	Coyle	57033	10/26/2009	CAR	Jon
BB	Valentin	Nolmans	57107	12/27/2009	BB	Jeremiah	Schneider	57042	11/23/2009	BB	Kenneth	Mellema	51246	10/24/2009	CAR	Nancy
CAR	Steve	Nielson	57367	12/27/2009	CAR	Jeff	Schmidt	57022	11/23/2009	BB	Mary Jo	Sampson	57042	10/24/2009	INT	Teresa
BB	Julie	Altmann	57005	12/26/2009	BB	Don	Deknikker	57048	11/22/2009	BB	Terry	Adler	57245	10/24/2009	INT	Tom
BB	Linda	Demarteleare	57249	12/25/2009	BB	Dorothy	Huether	57006	11/21/2009	CAR	Jay	Person	57033	10/24/2009	BB	Larry
CAR	Jonathan	Paulsness	57003	12/24/2009	BB	Sue	Isder	56137	11/21/2009	BB	Shane	Reinhard	56164	10/23/2009	CAR	Jerry
INT	Steve	Nelson	57006	12/24/2009	BB	Alex	Larson	57042	11/20/2009	CAR	martin	Van Buren	53963	10/23/2009	INT	Jerome
INT	Adrian	Dwarf	58528	12/24/2009	BB	Josh	Sumption	56280	11/20/2009	BB	Brian	Koedam	51241	10/23/2009	BB	Steve
BB	Carter	Wiese	57313	12/24/2009	BB	Julie	Roesler	57106	11/19/2009	BB	Matt	Coombs	57110	10/23/2009	BB	Donald
BB	Tina	VanDriel	57040	12/23/2009	BB	Robyn	Vos	56170	11/19/2009	BB	Brenda	Kocer	57311	10/22/2009	BB	Gregory
INT	Chelsi	Hames	57078	12/22/2009	INT	Joyce	Johnson	57058	11/18/2009	BB	Sam	Johnson	57102	10/22/2009	BB	Dennis
CAR	Carol	Rosenbrook	57106	12/22/2009	INT	Bill	Ellingson	57028	11/18/2009	BB	Mitch	Menke	57105	10/21/2009	BB	Doug
INT	Ben	Delay	57006	12/21/2009	INT	Don	Arens	57349	11/18/2009	INT	Mindy	Eddy	57106	10/21/2009	BB	Chris
BB	Wendy	Vogel	57005	12/20/2009	INT	Janna	Baker	57006	11/17/2009	CAR	Robert	Stenberg	57022	10/21/2009	BB	Sheila
INT	Aaron	VanHolland	57108	12/20/2009	CAR	Shane	Pollreisz	57103	11/17/2009	BB	Jeff	Schmidt	57022	10/20/2009	BB	Gary
INT	Chris	Johnson	57106	12/18/2009	BB	Todd	Long	57005	11/17/2009	PS	Jill	Freiebert	57004	10/20/2009	CAR	Masela
INT	April	Schoefield	57109	12/17/2009	INT	Loretta	Harkless	57522	11/17/2009	INT	RC	Sutherland	57032	10/20/2009	BB	Jeff
BB	Danielle	Pedersen	57006	12/17/2009	BB	James	Morehouse	57102	11/16/2009	BB	Eric	Peterson	57006	10/20/2009	INT	Carrie
INT	Diane	VanderWal	57071	12/17/2009	BB	Tarryn	Butterfield	57350	11/16/2009	CAR	Lori	Peters	57301	10/19/2009		
CAR	Troy	Larson	57078	12/17/2009	INT	Donna	Miller	57042	11/16/2009	PS	Shirley	Krause	57234	10/19/2009		
INT	Gary	Johnson	57501	12/17/2009	BB	Dennis	Hiemstra	57301	11/16/2009	BB	Jeff	Preheim	57029	10/17/2009		

APPENDIX O

Prostrollo Website Shoppers 10/1/09-10/14/09, 11/1/09-11/14/09, 12/1/09-12/16/09

Internet Lead List [Compatibility Mode] - Microsoft Excel non-commercial use

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
42	CAR	Don	Pate	54111	12/16/2009		BB	Shawn	Rohrich	57106	11/14/2009		INT	Sid	Brock	57104	10/14/2009			
43	BB	Ellen	Rock	57103	12/16/2009		INT	Vince	Weidler	57349	11/14/2009		PS	Shannon	Cook	57106	10/13/2009			
44	BB	Heather	Blue	57353	12/15/2009		INT	John	Dee	57301	11/13/2009		BB		Ackerman	56172	10/13/2009			
45	BB	Ryan	Schimke	57201	12/15/2009		BB	Dave	Woodring	57225	11/12/2009		BB	Brita	Mcguire	57106	10/13/2009			
46	BB	Ricky	Hyland	57054	12/14/2009		BB	Carol	Welbig	57105	11/12/2009		BB	Denae	Ward	57353	10/12/2009			
47	BB	Dallas	Hofeman	57075	12/14/2009		BB	Jake	Seatim	57108	11/10/2009		BB	Rodney	Hofer	57006	10/12/2009			
48	BB	Fred	Baum	57350	12/13/2009		BB	Jill	Feige	57042	11/10/2009		BB	Jeff	Kroon	57033	10/12/2009			
49	CAR	Jesmine	Sanabria	56258	12/12/2009		INT	Brad	Blanchette	57106	11/9/2009		PS	Josh	Olson	57301	10/12/2009			
50	BB	p	Mullaney	57022	12/12/2009		INT	Kris	Karr	57301	11/9/2009		CAR	Don	Walker	57273	10/12/2009			
51	CAR	Richard	Peterson	57106	12/11/2009		BB	Jackie	Siver	57231	11/9/2009		INT	Aaron	Buchanan	57106	10/11/2009			
52	INT	Brian	Schaunaman	57106	12/11/2009		BB	Joyce	Johnson	57058	11/9/2009		CAR	Chris	Wagner	57301	10/10/2009			
53	CAR	Bob	Jones	57103	12/11/2009		CAR	Arleigh	McLellan	99874	11/9/2009		BB	Justin	Parrott	57022	10/9/2009			
54	BB	Greg	Hall	57201	12/9/2009		BB	Jim	Erck	57064	11/5/2009		CAR	Yesenia	Parra	57106	10/9/2009			
55	CAR	Jodi	Madison	57601	12/9/2009		CAR	Martin	VanBuren	53963	11/4/2009		BB	Heath	Kurtenbach	57331	10/9/2009			
56	CAR	Jo	Winkowitsch	51351	12/8/2009		BB	Wayne	Hoeke	57042	11/4/2009		BB	Stacey	Skaff	57106	10/8/2009			
57	INT	Joni	Hammill	57107	12/8/2009		INT	Jennifer	Kolbeck	57237	11/4/2009		PS	David	Nettleton	51106	10/8/2009			
58	INT	Ronald	Campbell	57249	12/7/2009		INT	Mary	Rudebusch	57301	11/4/2009		INT	Jerome	Rachuy	57033	10/8/2009			
59	BB	Bonnie	Hanten	57110	12/7/2009		BB	Steve	Pressler	57035	11/4/2009		PS	Gunner	Hickey	57301	10/7/2009			
60	CAR	Vernes	Otajagic	57107	12/6/2009		INT	Brad	Blanchette	57201	11/3/2009		PS	Jeremy	Rohrich	57106	10/7/2009			
61	CAR	Jeff	Jolliff	57301	12/6/2009		BB	Jeani	Vincent	57212	11/3/2009		BB	Ila	French	57042	10/7/2009			
62	BB	Lori	Tolzin	57005	12/5/2009		BB	Randy	Drewes	57104	11/2/2009		CAR	Lonnie	Lowe	57236	10/6/2009			
63	BB	Elizabeth	Molstad	57042	12/4/2009		CAR	Amber	Haugen	57005	11/2/2009		BB		Tapken	57104	10/6/2009			
64	BB	David	Graper	57002	12/4/2009		BB	Brandon	Perman	57314	11/2/2009		PS	Liz	Gulikson	57380	10/5/2009			
65	BB	Crystal	Siefer	57042	12/4/2009		BB	Michelle	Moore	57104	11/1/2009		BB	Michelle	Boltjes	57003	10/5/2009			
66	INT	Orlyn	Olfert	57042	12/3/2009		BB	Kelly	Grams	56174	11/1/2009		INT	Gregory	Bade	57110	10/4/2009			
67	INT	Garry	Scott	57108	12/3/2009								PS	Troy	Jansma	57301	10/4/2009			
68	BB	Robert	Johnson	57072	12/3/2009								CAR	Daniel	Uthe	57103	10/4/2009			
69	BB	Jonathan	Ward	57221	12/3/2009								PS	Scot	Graff	57105	10/3/2009			
70	CAR	Layne	Cockrum	57108	12/2/2009								BB	Lori	White	56151	10/3/2009			
71	BB	Eric	Huls	57048	12/2/2009								CAR	Matt	Chatman	57006	10/2/2009			
72	BB	Jstin	Brunsvig	57042	12/1/2009								INT	Krista	Fritz McGillivary	57201	10/2/2009			
73	CAR	Orville	Thompson	57225	12/1/2009								CAR	Seth	Peterson	57103	10/2/2009			
74	BB	Gordy	Salmen	57042	12/1/2009								CAR	Steve	Jackson	57104	10/2/2009			
75													INT	Gerald	Van Den Top	Doon	10/1/2009			
76													INT	bernie	schoep	Hull	10/1/2009			
77													BB	Don	Mertens	57108	10/1/2009			
78													PS	Dana	Benike	Grenville	10/1/2009			